

*CALIFORNIA STATE BOARD OF OPTOMETRY*

# ***STRATEGIC PLAN***



Board of Optometry  
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## INTRODUCTION

The California State Board of Optometry (Board) was created by the California Legislature in 1913 to safeguard the public's health, safety, and welfare through regulation of the practice of optometry. Protection of the public is the highest priority for the Board when exercising its licensing, regulatory and disciplinary functions. Whenever the protection of the public is inconsistent with other interests, the protection of the public is paramount. The Board meets its public protection mandates by regulating the practice of optometry in California and providing public information about its licensees. Board operations are funded entirely by fees collected from applicants and licensees.

Today the Board of Optometry is one of numerous boards, bureaus, commissions, and committees within the Department of Consumer Affairs (DCA), part of the State and Consumer Services Agency under the aegis of the Governor. The Department is responsible for consumer protection and representation through the regulation of licensed professions and the provision of consumer services. While the DCA provides administrative oversight and support services, the Board of Optometry has policy autonomy and sets its own policies, procedures, and initiates its own regulations.

As a result of the Joint Legislative Sunset Review process, the Board was sunset and reconstituted with entirely new members effective January 1, 2003. The Board is presently comprised of 11 members. By law, five are public members and six are optometry professionals. The Governor appoints three public members and six of the professional members. The Senate Rules Committee and the Speaker of the Assembly each appoint one public member.

With approximately 6,000 practicing optometrists, the largest population of optometrists in the United States, the Board is charged with the following duties and responsibilities:

- Accrediting schools and colleges providing optometric education.
- Establishing educational requirements for admission to the examination for certificates of registration as California licensed optometrists.
- Establishing examination requirements to ensure the competence of individuals licensed to practice optometry in California and administering the examination.
- Setting and enforcing standards for continued competency of existing licensees.
- Establishing educational and examination requirements for licensed optometrists seeking certification to use and prescribe authorized pharmaceutical agents.
- Promulgating regulations governing:
  - Procedures of the Board
  - Admission of applicants for examination for certificate of registration as optometrists
  - Minimum standards governing the optometric services offered or performed, the equipment, or the sanitary conditions
- Licensing branch offices, registering optometric corporations and issuing fictitious name permits.
- Providing for redress of grievances against licensees by investigating allegations of substance and patient abuse, unprofessional conduct, incompetence, fraudulent action, or unlawful activity.
- Instituting disciplinary action for violations of laws and regulations governing the practice of optometry when warranted.

## ***STRATEGIC PLANNING PROCESS***

The Board conducted two formal strategic planning sessions in February of 2004 and adopted the new strategic plan on April 16, 2004. Key stakeholders were invited to weigh in on the Board's strengths, weaknesses, opportunities and threats. The input from stakeholders was consulted throughout the planning process.

The revised plan includes new mission, vision and value statements, as well as goals and objectives in six key program areas, which are: listed below.

- Licensing
- Examinations
- Legal and Regulatory
- Enforcement
- Education and Outreach
- Organizational Effectiveness

This is a multiple-year strategic plan used to guide day to day and long term decision-making. The Board will be provided regular progress reports on implementation of the plan and the Board will revisit the plan on an annual basis.

## ***MISSION STATEMENT***

The mission of the California Board of Optometry is to assure that Californians have access to appropriate high quality eye and vision care and to implement and promote fair and just laws and regulations protecting the health and safety of consumers.

## ***VISION STATEMENT***

The California Board of Optometry is the premier health profession board enriching lives through effective, collaborative and proactive regulatory action.

## ***VALUES***

The Board of Optometry values:

- |              |                 |                  |
|--------------|-----------------|------------------|
| • Commitment | • Trust         | • Accountability |
| • Integrity  | • Collaboration | • Excellence     |
| • Competence | • Shared Vision |                  |

## ***GOALS***

### **Goal 1: Licensing**

Provide applicants and licensees a fast, accurate and cost effective process for obtaining licensure to practice optometry in the State of California.

## ***GOALS (continued)***

### **Goal 2: Examinations**

Provide a fair, valid and legally defensible licensing exam and exam process to ensure that only qualified and competent individuals provide optometric services in California.

### **Goal 3: Legal and Regulatory**

Establish and maintain fair and just laws and regulations that provide for the protection of consumer health and safety and reflect current practices.

### **Goal 4: Enforcement**

Protect the health and safety of consumers of optometric services through the active enforcement of the laws and regulations governing the practice of optometry in California.

### **Goal 5: Education and Outreach**

Proactively educate and inform consumers, licensees and other stakeholders about the practice and the laws and regulations governing the provision of optometric services.

### **Goal 6: Organizational Effectiveness**

Support the functions of the Board by establishing and maintaining an efficient and effective team that continually seeks ways to improve the provision of products and services.